

2

ADV #	ADV. NAME
09132	

AGY #	AGY.	NAME
03571		

ORDER # _____

PRDCT DCCC 10/02

FLIGHT DATES **OCT2/12** **OCT8**

CITY TAX _____ STATE TAX _____

2000

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START:	:END:	:SPTS:	WEEK	DAYS	:TOTL:
:LINE#:	:	:	:	:	:	:	DATE	DATE	/WK:	INVT	:	:SPTS:
AGENCY ADVERTISER CODE = 11												
AGENCY EST# = 1474												
AGENCY PRODUCT CODE = 14												
1			1000A-1100A	30		\$350.00	10/2	10/5	1		TU-F	1
PROGRAM : ELLEN												
CON COM1: ELLEN												
2			1100P-1135P	30		\$1,350.00	10/2	10/5	2		TU-F	2
PROGRAM : 11 PM NEWS												
CON COM1: 11 PM NEWS												

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	:SPTS/WK:	:WEEK INVT:	DAYS	:TOTL: SPTS:
3			1135P-1235A	30		\$675.00	10/8	10/8	1		MON	1
PROGRAM : THE TONIGHT SHOWWITH JAY LENO												
CON COM1: THE TONIGHT SHOWWITH JAY LENO												
4			1100A-1200N	30		\$275.00	10/2	10/5	1		TU-F	1
PROGRAM : ANDERSON COOPER												
CON COM1: ANDERSON COOPER												
5			1200N-1230P	30		\$375.00	10/2	10/5	1		TU-F	1
PROGRAM : CHANNEL 11 NOON NEWS												
CON COM1: CHANNEL 11 NOON NEWS												
6			500A-530A	30		\$300.00	10/8	10/8	1		MON	1
PROGRAM : CHANNEL 11 NEWS												
CON COM1: CHANNEL 11 NEWS												
7			500P-530P	30		\$800.00	10/2	10/5	1		TU-F	1
PROGRAM : CH 11 EARLY NEWS												
CON COM1: CH 11 EARLY NEWS												
8			530A-600A	30		\$400.00	10/2	10/5	1		TU-F	1
PROGRAM : CHANNEL 11 NEWS												
CON COM1: CHANNEL 11 NEWS												
9			530P-600P	30		\$800.00	10/2	10/5	1		TU-F	1
PROGRAM : CH 11 EARLY NEWS												
CON COM1: CH 11 EARLY NEWS												
10			600P-630P	30		\$1,000.00	10/8	10/8	1		MON	1
PROGRAM : CH 11 EARLY NEWS												
CON COM1: CH 11 EARLY NEWS												
11			600A-700A	30		\$650.00	10/2	10/5	1		TU-F	1
PROGRAM : CHANNEL 11 NEWS AT 6AM												
CON COM1: CHANNEL 11 NEWS AT 6AM												

REP HEADLINE# 6301054
 *** ORIGINAL REV#0 ***
 REP: TEL# 215-564-1206 FAX# 215 564 1103
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG29/12 15.34
 *** WPXI-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
12			630P-700P	30		\$2,100.00	10/2	10/5	1		TU-F	1
PROGRAM : NBC NITELY NEWS												
CON COM1: NBC NITELY NEWS												
13			700P-730P	30		\$1,500.00	10/8	10/8	1		MON	1
PROGRAM : JEOPARDY/WHEEL OFFORTUNE												
CON COM1: JEOPARDY/WHEEL OFFORTUNE												
14			700A-900A	30		\$625.00	10/2	10/5	1		TU-F	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
15			730P-800P	30		\$1,650.00	10/2	10/5	1		TU-F	1
PROGRAM : JEOPARDY/WHEEL OFFORTUNE												
CON COM1: JEOPARDY/WHEEL OFFORTUNE												
16			900A-1000A	30		\$400.00	10/8	10/8	1		MON	1
PROGRAM : TODAY SHOW2												
CON COM1: TODAY SHOW2												
17			1000P-1100P	30		\$1,500.00	10/5	10/5	1		FRI	1
PROGRAM : DATELINE												
CON COM1: DATELINE												
18			600P-630P	30		\$675.00	10/7	10/7	1		SUN	1
PROGRAM : CHANNEL 11 NEWS												
CON COM1: CHANNEL 11 NEWS												
OCT/12			16775.00									
											CONTRACT TOTAL	16775.00
											TOTAL SPOTS	19

MARKET TOTALS \$57,844 WPXI 29% KDKA 36% WTAE 23% WPGH 9% CABL 1% WPCW 1% WPMY 1%
 SVC- NSI
 DEMOS- RA35+*

03

REP HEADLINE# 6301044
*** ORIGINAL REV#0 ***

ADV # 09132	ADV. NAME	ISS/DCCC	REP. #	OFF. # 18	SALESMAN #
AGY # 03571	AGY. NAME	GREAT AMERICAN MEDIA	BUYER NAME	MAURA GILROY	
		3050 K ST NW,	SALES PRSN	WA- CHERYL BLAIR	
		WASHINGTON, DC 20007			

ORDER #	CONTRACT # 6301044	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	DCCC 9/25	EST#1473	COMMENTS: (LINE, ORDER, INVOICE)	
FLIGHT DATES	SEP25/12	OCT1/12	WK-1	

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG29/12 15.30

REP: TO NSM/NSA
FR LINDSEY FOR CHERYL
NEW ORDER
TTLS \$19,175
PLEASE CONFIRM, THANKS!

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	:RATE:	:START DATE:	:END DATE:	:SPTS/WK:	:WEEK INVT:	:DAYS:	:TOTL: SPTS:
AGENCY ADVERTISER CODE = 11												
AGENCY PRODUCT CODE = 14												
AGENCY EST# = 1473												
1			1000A-1100A	30		\$350.00	9/25	9/28	1		TU-F	1
PROGRAM : ELLEN												
CON COM1: ELLEN												
2			1100P-1135P	30		\$1,350.00	9/25	9/28	2		TU-F	2
PROGRAM : 11 PM NEWS												
CON COM1: 11 PM NEWS												

AUG29/12 15.30
*** WPXI-TV ***

*** ORIGINAL REV#0 ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS:
3			1135P-1235A	30		\$675.00	10/1	10/1	1		MON	1
PROGRAM : THE TONIGHT SHOWWITH JAY LENO												
CON COM1: THE TONIGHT SHOWWITH JAY LENO												
4			1200N-1230P	30		\$375.00	9/25	9/28	1		TU-F	1
PROGRAM : CHANNEL 11 NOON NEWS												
CON COM1: CHANNEL 11 NOON NEWS												
5			500P-530P	30		\$800.00	9/25	9/28	1		TU-F	1
PROGRAM : CH 11 EARLY NEWS												
CON COM1: CH 11 EARLY NEWS												
6			530A-600A	30		\$400.00	10/1	10/1	1		MON	1
PROGRAM : CHANNEL 11 NEWS												
CON COM1: CHANNEL 11 NEWS												
7			530P-600P	30		\$800.00	9/25	9/28	1		TU-F	1
PROGRAM : CH 11 EARLY NEWS												
CON COM1: CH 11 EARLY NEWS												
8			600P-630P	30		\$1,000.00	9/25	9/28	1		TU-F	1
PROGRAM : CH 11 EARLY NEWS												
CON COM1: CH 11 EARLY NEWS												
9			600A-700A	30		\$650.00	9/25	9/28	1		TU-F	1
PROGRAM : CHANNEL 11 NEWS AT 6AM												
CON COM1: CHANNEL 11 NEWS AT 6AM												
10			630P-700P	30		\$2,100.00	10/1	10/1	1		MON	1
PROGRAM : NBC NITELY NEWS												
CON COM1: NBC NITELY NEWS												
11			700P-730P	30		\$1,500.00	9/25	9/28	1		TU-F	1
PROGRAM : JEOPARDY/WHEEL OF FORTUNE												
CON COM1: JEOPARDY/WHEEL OF FORTUNE												

AUG29/12 15.30
*** WPXI-TV ***

*** ORIGINAL REV#0 ***

[illegible]

TU-8

CON COM1: TODAY SHOW

[illegible]

CON COM1: JEOPARDY/WHEEL OFF FORTUNE

4-1, 100-00 5/23 SAT 1

CON COM1: 11 PM NEWS

4022.00
5/23
SAT
1

CON COM1: CHANNEL 11 NEWS SATURDAY

[illegible]

CON COM1: CHANNEL 11 NEWS SAT AM

TYPE	DATE	TIME	LOCATION	REMARKS
1	10/10/19	10:00	10000	10000
2	10/10/19	10:00	10000	10000
3	10/10/19	10:00	10000	10000
4	10/10/19	10:00	10000	10000
5	10/10/19	10:00	10000	10000
6	10/10/19	10:00	10000	10000
7	10/10/19	10:00	10000	10000
8	10/10/19	10:00	10000	10000
9	10/10/19	10:00	10000	10000
10	10/10/19	10:00	10000	10000
11	10/10/19	10:00	10000	10000
12	10/10/19	10:00	10000	10000
13	10/10/19	10:00	10000	10000
14	10/10/19	10:00	10000	10000
15	10/10/19	10:00	10000	10000
16	10/10/19	10:00	10000	10000
17	10/10/19	10:00	10000	10000
18	10/10/19	10:00	10000	10000
19	10/10/19	10:00	10000	10000
20	10/10/19	10:00	10000	10000
21	10/10/19	10:00	10000	10000
22	10/10/19	10:00	10000	10000
23	10/10/19	10:00	10000	10000
24	10/10/19	10:00	10000	10000
25	10/10/19	10:00	10000	10000
26	10/10/19	10:00	10000	10000
27	10/10/19	10:00	10000	10000
28	10/10/19	10:00	10000	10000
29	10/10/19	10:00	10000	10000
30	10/10/19	10:00	10000	10000
31	10/10/19	10:00	10000	10000
32	10/10/19	10:00	10000	10000
33	10/10/19	10:00	10000	10000
34	10/10/19	10:00	10000	10000
35	10/10/19	10:00	10000	10000
36	10/10/19	10:00	10000	10000
37	10/10/19	10:00	10000	10000
38	10/10/19	10:00	10000	10000
39	10/10/19	10:00	10000	10000
40	10/10/19	10:00	10000	10000
41	10/10/19	10:00	10000	10000
42	10/10/19	10:00	10000	10000
43	10/10/19	10:00	10000	10000
44	10/10/19	10:00	10000	10000
45	10/10/19	10:00	10000	10000
46	10/10/19	10:00	10000	10000
47	10/10/19	10:00	10000	10000
48	10/10/19	10:00	10000	10000
49	10/10/19	10:00	10000	10000
50	10/10/19	10:00	10000	10000
51	10/10/19	10:00	10000	10000
52	10/10/19	10:00	10000	10000
53	10/10/19	10:00	10000	10000
54	10/10/19	10:00	10000	10000
55	10/10/19	10:00	10000	10000
56	10/10/19	10:00	10000	10000
57	10/10/19	10:00	10000	10000
58	10/10/19	10:00	10000	10000
59	10/10/19	10:00	10000	10000
60	10/10/19	10:00	10000	10000
61	10/10/19	10:00	10000	10000
62	10/10/19	10:00	10000	10000
63	10/10/19	10:00	10000	10000
64	10/10/19	10:00	10000	10000
65	10/10/19	10:00	10000	10000
66	10			

CON COM1: CHANNEL 11 NEWS SAT AM

[illegible]

CON COM1: 11 PM NEWS

11/20/2009 11:20:00 AM

CON COM1: CHANNEL 11 NEWS SUNDAY

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

CON COM1: SUN MORNING NEWS

REP HEADLINE# 6301044
*** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG29/12 15.30
*** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12	14350.00		OCT/12	\$4,825.00								
CONTRACT TOTAL												19175.00
TOTAL SPOTS												21

MARKET TOTALS	\$66,120	WPXI 29%	KDKA 36%	WTAE 23%	WPGH 9%	CABL 1%	WPCW 1%	WPMY 1%
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SVC- NSI
DEMOS- RA35+*